

Annex 3

Research

Research activities focus on issues relevant to the scientific domains of the programmes of study. In addition we are enhancing our scientific relations and cooperation of the Institute of Communication and Social Research of our institution with other research centres and universities. This procedure reinforces the research support to the program of study. The operation anew of our Master Program on the Sciences of Communication: Communication Media and Journalism in the Information Society, which is being reviewed at the moment, would contribute towards this direction.

Apart from this we juxtapose some recent research work completed and in progress. The involvement of a great number of the academic staff along with faculty from other academic institutions is also significant.

- (a) **«The identity and usual practices of Cypriot Facebook users».** The research was conducted between the Institute of Communication and Social Research at Frederick University and the Laboratory on Social Research on the Media at the National and Capodistrian University of Athens.

Heads of the scientific research team:

- Professor of Sociology, head of the Social research on the Media Laboratory George Pleios, National and Capodistrian University of Athens,
- Associate Professor of Philosophy and Social Sciences and head of the ICSR Soteris Theocharides, Frederick University.

Research Associates and Research Team Members:

- Associate Professor of Political Science Costakis Constantinou Frederick University,
- Assistant Professor of Journalism, Communication and Politics Evie Lambrou Frederick University,
- Assistant Professor of Political Science and Theatre Studies Emiliou Charalambides, Frederick University,
- Ioanna Christodoulou, Journalist, Communications specialist, instructor and researcher at ICSR
- Charis Pasiadis, Communications Specialist and researcher at ICSR

Facebook comprises one of the most popular platform around the world, the same happens in Cyprus. Millions of people use it daily in order to collect information about political and economic developments, to communicate with friends, relatives and colleagues, to have fun, to influence other people, to motivate towards or to prevent them from certain actions, to promote their work etc. The profile and the habits of the users of Facebook, could become a significant source of information about the present and indication of future use of the specific medium.

- (b) **Perceptions of the Cypriot citizens on the health crisis -COVID-19, its consequences and management.** The research was conducted between the Institute of Communication and Social Research at Frederick University and the Laboratory on Social research on the Media of the National and Capodistrian University of Athens. Leading the scientific research team

were Professor of Sociology, head of the Laboratory on Social research on the Media, George Pleios, National and Capodistrian University of Athens and Associate Professor of Philosophy and Social Sciences and head of the ICSR Soteris Theocharides, Frederick University. Research Associates and Research Team Members: Associate Professor of Political Science Costakis Constantinou Frederick University, Assistant Professor of Journalism, Communication and Politics Evie Lambrou Frederick University, Assistant Professor of Political Science and Theatre Studies Emilios Charalambides, Frederick University, Ioanna Christodoulou, Journalist, Communications specialist, instructor and researcher at ICSR and Charis Pasiadis, Communications Specialist and researcher at ICSR.

The COVID - 19 pandemic was a worldwide major shock felt in societies and economies alike. In Cyprus lock down was stricter compared to other countries. The traditional, conventional and electronic news media were the most important means for providing information the citizens by the health authorities of the country. The Cypriots acquired a relatively good knowledge regarding the origin of the virus, the ways of its transmission, the symptoms of the disease and the means of personal protection. In addition, there was high acceptance of the government's and other public authorities' measures aiming to manage the pandemics. The government of Cyprus linked the new disease with the national issue of Cyprus just before the beginning of the health crisis. This was a fact that led to a temporary political polarization. Nevertheless, a large number of citizens, about 1/3 of those who took part in the research, seems to accept conspiracy theories. But there may be other reasons for their acceptance than because they believe literally in the assumptions of such theories. Apart of this the research registered also a strong dissatisfaction among the citizens regarding the health system, but a highly positive assessment of the country's health personnel in the effort to deal with the pandemics.

- (c) The **research** program «**ANTI-CRISIS: Science and the Arts in the never-ending game of crisis**» commenced in 2021 and is expected to enter its final stage in the coming year.

Scientific Head of the research team:

- Emilios Charalambides, Assistant Professor of Political Sciences and Theatre Studies Frederick University.

The basis of the research program Anti-Crisis lies on the collaboration of journalists and playwrights, in a way that the journalistic research could act as the vehicle that would create new theatre plays. Participants have attended workshops and seminars during which the two starting points of the research have been united. The completion of the first stage of the program signalises the creation of three new Cypriot theatre plays, as a result of the cooperation and of the common work between journalists and playwrights. Their topics deal with the notion of 'Trauma'.

- (d) Since January 2022 we have launched a new project on digitalising and analysing the contents of the archive of Ellie Avraamidou, the "mother" of the Cypriot sketch (radio drama) which has been bestowed upon Dr Emilios Charalambides by the writer.

This program contributes to the documentation of the developments both in form and content of the radio as a medium and at the same time to the documentation of the Cypriot social reality through the decades 1950 to 1990.

(e) The Russian-Ukrainian war in the Cyprus Mass Media

Leading the scientific research team are Professor of Sociology, head of the Laboratory on Social research on the Media George Pleios, National and Capodistrian University of Athens and Associate Professor of Philosophy and Social Sciences and head of the ICSR Soteris Theocharides, Frederick University. Research Associates and Research Team Members: Associate Professor of Political Science Costakis Constantinou Frederick University, Assistant Professor of Journalism, Communication and Politics Evie Lambrou Frederick University, Assistant Professor of Political Science and Theatre Studies Emilios Charalambides, Frederick University, Ioanna Christodoulou, Journalist, Communications specialist, instructor and researcher at ICSR and Charis Pasiyas, Communications Specialist and researcher at ICSR.

The research focuses on the coverage of the Russian – Ukraine war in the Cypriot media. A number of around 60 variables document the published material that refers to the war and at the same time the range and the priority of the publication within the whole flow of information of every different medium. Amongst others the following keywords are taken into account: battles description, human casualties, material destruction-collateral damage, weaponry management, troops' movement, monetary sanctions, refugees and displacement, statements from the governments of the countries in war, statements from institutions (f. e. EU, NATO, Greece, third countries, China), political processes (f. e. meetings of political agents), propaganda tactics (f. e. the use of social media, information tactics, psychological tactics), effects on national and international economy, energy matters and so on.

The quantitative content method of analysis is used combined with limited text analysis. The actual publications are the analysis units, regardless of their length. The research material is being taken from the following media:

Print media: Φιλελεύθερος, Χαραυγή, Πολίτης, Σημερινή, Καθημερινή, Αλήθεια.

Internet websites: SIGMALIVE, PHILENEWS, CYPRUS TIMES, REPORTER, TOTHEMAONLINE, OFFSITE, POLITIS, KATHIMERINI CYPRUS, DALOGOS, HARAVGI.